

G-Cloud 15

Platforms Advisory: Business Case Development



Atos

Table of contents

1. What is Business Case Development?	3
2. What does it deliver?	4
3. What technology does it use?	6
4. What terms apply?	7
5. Termination.....	8
6. How do I order?	9
7. Glossary.....	10
8. Why Atos.....	11



1. What is Business Case Development?

Many organisations struggle to justify their investment in platform technology. Common findings from early-stage discovery identify benefits in enhancing data, operational efficiency and overall customer and user experience as a result of implementing or upgrading platform technology. Creating a well-structured, considered and tailored business case maximises the chances of unlocking investment and realising critical benefits for your organisation.

Our Platforms Business Case Development service offering provides a structured, evidence-based approach to justify strategic initiatives, ensuring platform investments align with your business objectives and deliver measurable benefits. Whether your focus is on front-end experience (e.g., CRM, Sales, Marketing Platforms), back-end (e.g., ERP, HR, Finance, Data Platforms), or service experience (e.g., ITSM), our offering is designed to help you make the right case aligned with your business goals.

Key Features of Our Offering

Strategic Context Analysis

Defining/reviewing your goals, current challenges, and market drivers to ensure alignment with organisational strategy.

Options Evaluation

Multiple Platform options are assessed across cost, benefit, risk, and strategic fit, with support from a benefits map.

Financial Case & ROI Modelling

Build a robust financial case with detailed investment analysis, ROI projections, and funding models that account for implementation, licensing, and ongoing support costs for Platforms.

Risk & Dependency Management

Identify risks early and apply mitigation strategies to safeguard success.

Governance & Delivery Framework

Define clear governance structures and delivery models for seamless execution.

We ensure the case is wrapped into a compelling narrative that communicates urgency, opportunity, and success measures. We ensure we communicate clearly: Why?, How?, Cost, Value, and Benefits.

We are fully conversant with the Treasury's Green Book and the Five-Case model. By following this or other best practice approaches, we are able to ensure that there is a strong case for business change, a rigorous options appraisal has been undertaken, and the organisation has the capability to deliver the change.



2. What does it deliver?

Our Platforms Business Case approach delivers the following key benefits:

Accelerated Decision-Making

A well-developed business case speeds up decision-making processes by integrating strategy, financial modelling, and feasibility analysis into a single coherent artefact.

Atos assists in this through:

Atos accelerators and toolsets, which are explicitly referenced as part of the Business Case Development offering, facilitate the quicker creation of artefacts such as cost-benefit assessments, options comparisons, and supporting documentation. These accelerators are designed to expedite discovery, evaluation, and decision-ready outputs, providing senior stakeholders with the clarity needed to proceed confidently.

Alignment with Strategic Goals

Atos provides a robust consulting foundation, ensuring that every platform initiative aligns with organisational and public-sector strategic priorities.

This is supported by Atos' established role in G-Cloud advisory services, where the organisation has consistently assisted public sector clients in aligning technology investments with mission objectives and compliance requirements.

Atos' approach includes:

- Early strategic engagement to comprehend business vision and long-term transformation objectives.
- Utilisation of structured frameworks (e.g., the Discovery Framework and Business Maturity Framework) to identify opportunities aligned with goals and verify strategic fit.

Improved Stakeholder Confidence

Atos' Platforms Advisory services emphasise transparent analysis, structured documentation, and traceable rationale – essential for building stakeholder confidence.

Evidence from the GC15 service definitions shows that Atos consistently brings:

- End-to-end advisory capabilities trusted across all G Cloud iterations
- UK-centred delivery, sector-specific knowledge, and secure-by-design consulting aligned with government standards

- Clear artefacts, supported by Atos templates, governance frameworks, and reference designs.

Such structured output increases trust and supports stronger multi-stakeholder buy-in.

Optimised Resource Allocation

Atos' methodology includes detailed benefits modelling, options assessment, and cost-benefit analysis, ensuring that financial and human resources are directed to initiatives that deliver the greatest measurable impact.

Our solution highlight:

- A well defined, phased approach: Discover → Design → Develop → Define → Drive → Deliver, integrating benefit analysis and modelling
- Use of specific accelerators, including:
 - Benefits Realisation Plan (BRP)
 - Platform Options Selection Methodology
 - Procurement Templates.

These tools ensure clients can objectively compare investment paths and choose high-value initiatives.

ROI

A strong business case ensures stakeholder buy-in and maximises return on platform investment. Often with the double benefit of both operational optimisation and improved customer/client experience. With our customer, Atos bring:

- Proven cloud and platform transformation expertise
- Deep experience in the public sector environment
- A dual benefit ROI model commonly realised through operational optimisation (cost savings, efficiency gains) and enhanced customer/citizen experience
- Toolsets that automate the creation of ROI artefacts, ensuring a credible financial case with sector standards in mind.



3. What technology does it use?

While our Business Case Development offering is not specific to any particular technology, our accelerators and toolsets enable us to output supporting business-case artefacts, including: -

- Executive Reporting
- Financial Models
- Data Visualisation
- Data Analysis
- Surveys.

AtoS combines deep technical knowledge with strategic insight to deliver business cases that stand up to scrutiny and inspire action. Here is what sets us apart:

End-to-End Technology Understanding

We know every layer of the technology stack—from infrastructure to applications—enabling us to identify opportunities others miss.

Proven Expertise with Market Leaders

Certified specialists in Salesforce, Microsoft, ServiceNow, SAP, and other leading platforms, ensuring solutions are aligned with industry best practices.

Data-Driven ROI Analysis

We leverage advanced analytics to quantify benefits and map clear timelines for return on investment, giving stakeholders confidence in every recommendation.

Integration of Business and Technology

Our team bridges technical complexity with business priorities, ensuring the case is both technically sound and commercially compelling.

Collaborative Approach Across All Levels

Experienced in working with C-suite executives, management, and operational teams, we craft narratives that resonate and secure buy-in.

Result: Business cases that not only justify investment but also accelerate transformation and deliver measurable outcomes.



4. What terms apply?

To the fullest extent permitted under G-Cloud 15 Framework Agreement and the Call-Off Contract, Atos will provide the Services in accordance with the Atos Supplier Terms (which will include, but may not be limited to , the Supplier Acceptable Use Policy, Supplier Data Processing Agreement, Supplier Specific Shared Responsibility Model, Supplier SLAs and Supplier Licence Terms and any applicable Third-Party Terms outlined in this Service Description document and the Order Form) and this Service Description document.

For clarity:

- Atos Supplier Terms may be modified in accordance with the provisions of the Call-Off Contract, and remain effective except where expressly overridden.
- Hyperlinks included in the Atos Supplier Terms and Service Description document remain effective where they point to Atos' or the relevant Third-Party Terms or documents. Should a hyperlink cease to function, Atos will work with the client to update it through the agreed procedure.



5. Termination

Termination shall be in accordance with:

- The G-Cloud 15 Framework terms and conditions
- Any terms agreed within the Order Form of the relevant Call-Off Contract
- For this specific service, by default Atos ask for at least thirty (30) days prior written notice of termination without cause.

Atos commits to the continued provision of services for the duration of the Call-Off Contract subject to the terms and conditions of the G-Cloud 15 Framework Agreement, the Call-Off Contract, the Atos Supplier Terms and the applicable Third Party Agreements (as defined in the Atos Supplier Terms and indicated in the Order Form) related thereto.



6. How do I order?

Please contact our team at: gcloud@atos.net

- We will prepare a quotation for your review, including any applicable volume discounts.
- Once the quotation is agreed, we will issue the necessary documentation (as required by the G-Cloud Framework) and request a purchase order from you.
- Upon receipt of your purchase order, we will configure the services in line with the agreed requirements. Where applicable, you will also receive access to our self-service portal to begin provisioning services.
- If you are a new customer, you may need to complete additional 'new supplier' forms.
- Invoices will be issued to you and to Crown Commercial Service (CCS), quoting the purchase order number, for the services procured.
- We will also submit the required monthly management information reports to Government Procurement.



7. Glossary

Term	Definition
ROI	Return on Investment
SaaS	Software as a Service



8. Why Atos

Atos has been a trusted partner on every G-Cloud iteration since the framework began, helping public sector organisations modernise with confidence. We combine global expertise with deep UK experience, delivering secure, scalable cloud solutions that meet the highest government standards.

As Europe's leading provider of cloud and cybersecurity services, Atos offers end-to-end capabilities - from migration and hosting to SaaS and consultancy - supported by UK delivery centres and strategic partnerships with hyperscalers.

Our focus on innovation, sustainability, and social value ensures that customers not only achieve operational excellence but also contribute to a greener, fairer future. With Atos, you gain a proven partner committed to driving efficiency, resilience, and transformation across public service.



About Atos

Atos Group is a global leader in digital transformation with c. 67,000 employees and annual revenue of c. €10 billion, operating in 61 countries under two brands – Atos for services and Eviden for products. European number one in cybersecurity, cloud and high-performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos Group is the brand under which Atos SE (Societas Europaea) operates. Atos SE is listed on Euronext Paris.

The purpose of Atos Group is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Learn more at: atos.net